

SPIRIT OF DISCOVERY
COLLECTION

TEQUILA

First edition

the experience matters

Matthew Clark



**It's not just a shot, it's centuries of heritage,
quality and versatility waiting to be discovered**

What's inside:

Contents

Introduction

- A welcome introduction
pg. 04 - 05
- Agave spirits
pg. 06 - 07
- What's in a name?
pg. 08 - 09
- History of tequila and mezcal
pg. 10 - 11
- A change in perception
pg. 12 - 13

Tequila

- About tequila
pg. 14 - 15
- Tequila styles
pg. 16 - 17
- Influences on flavour
pg. 18 - 19
- Tequila from the highlands
pg. 20 - 41
- Tequila from the lowlands
pg. 42 - 63

Mezcal & Liqueurs

- About mezcal
pg. 64 - 65
- Mezcal styles
pg. 66 - 67
- Mezcal range
pg. 68 - 69
- About Mexican liqueurs
pg. 70 - 71
- Liqueurs range
pg. 72 - 75

Serves & added value

- Branch out with Fever-Tree
pg. 76 - 77
- About the margarita
pg. 78 - 81
- Classic serves
pg. 82 - 87
- Tequila's important dates
pg. 88 - 89

Matthew Clark

- Design studio
pg. 90 - 93
- Maximising the potential
of tequila
pg. 94 - 95
- The complete tequila range
pg. 96 - 97
- Product index
pg. 98 - 101

A welcome

introduction

Tequila and mezcal are probably the most misunderstood spirits in the UK, historically associated with shots and often consumed under duress, but all of this is beginning to change.

The penny has dropped and British consumers are rapidly falling in love with all the category has to offer: heritage going back thousands of years; craft in growing the raw material as well as distilling and aging; its versatility and depth of flavour.

Whereas many other spirits, for example whisk(e)y and cognac, invest the majority of the production time in the aging process, agave spirits turn this on its head with a huge amount of time being invested in cultivating the agave plants.

So much of the flavour comes from the agave plants which are influenced by the soil, climate and altitude and consumers are starting to appreciate the sheer skill and understanding of nature that goes into each bottle and are enjoying personal journeys of discovery.

Tequila and mezcal are well placed to capitalise on the current interest in artisanal spirits, provenance, terroir, vintage, aging and use of barrel. This together with our flourishing cocktail culture means that the stage is set for the category to reach new heights.

Agave spirits

Tequila and mezcal belong to a family of spirits that are made from the agave plant; other less well-known members of this family include raicilla, bacanora and sotel.

Although they have the appearance of a cactus, agave plants are in fact related to the lily family.

The cultivation of agave is certainly a labour of love with many years invested before the first drop of liquid is poured.

“A little tequila, sunshine & tacos never hurt anybody.”

- Matthew McConaughey, *The Dallas Buyers Club*

Agave plants take a minimum of six years to reach maturity and frequently take much longer. At maturity they produce a single flower and then subsequently die. Harvesting is a skilled job undertaken by 'jimadors' firstly they cut off the shoot as the plant begins to flower, this preserves the starch which is stored in the heart of the agave which is called 'piña' because it resembles a pineapple.

The jimadors will cut off the bitter spiky leaves as close to the heart as possible leaving the piñas which can weigh anything from 20-90kg.

Many of us do not understand the differences between tequila and mezcal, tequila must be made from a minimum of 51% Blue Weber Agave whereas mezcal can be made from up to 30 different types of agave.

“At maturity they produce a single flower and then subsequently die”

Technically all tequilas are mezcals but not visa versa; as shown later they are separate products with distinct flavour, raw material requirements and production processes.

What's in a
name?

What we now know as tequila has historically variously been referred to as mezcal wine, mezcal brandy, agave wine and mezcal tequila.

It is believed that the word tequila is derived from an ancient Nahuatl term, meaning 'the place of harvesting plants'; the Nahuatl were the original tribe from the area.

The spirit tequila shares its name with the town at the centre of production in Jalisco and also the nearby tequila valley and tequila volcano.

Nahuatl people called the agave plant "mexcamehl" or "metl", and from this the name mezcal is derived.

History of

tequila & mezcal

The history of agave spirits, of which tequila is the most widely known, goes back centuries to the Aztecs and possibly to an even older tribe, the Olmecs, who made a ceremonial drink “pulque” from fermented agave pulp.

In the 16th century, the invading Spanish brought with them a taste for brandy together with distilling knowledge. When supplies of their own imported brandy began to wane, they used the native agave plant to make “mezcal wine”. However, the growth of this drink was controlled by the Spanish rulers who imposed restrictions on production to both protect imports of brandy from Spain and also to limit availability to, and avoid potential abuse by, the native population.

The beginnings of the tequila industry as we know it today started in the late 18th century, with the first commercial licence to distil mezcal wines being granted to Jose Maria Guadeloup Cuervo in 1795. Other well know brands started out in the 19th century including Sauza.

Don Cenobio Sauza established La Persevera Distillery in 1873; he was the first to export tequila and is credited with identifying that Blue Weber Agave delivered the best tasting tequila.

Production was centred around the town of Tequila; history is unclear whether the drink or the town adopted the name first.

Agave spirit production remained pretty small until the early 20th century, at this stage although it was known as as tequila the majority was technically mezcal as many different types of agave were used. The Mexican Revolution (1910-1920) resulted in a surge of national pride and tequila benefited by association. Several events in the 20th century further boosted tequilas international popularity, firstly Prohibition in the US which resulted in the bars in the border town of Tijuana doing a roaring trade as well as tequila being smuggled north. Then World War II restricted the availability of European and home produced spirits in the US, leading many to discover tequila for the first time.

A change in
perception

There are many theories about the origin of the most famous of tequila cocktails, the Margarita; what is for certain is that it became the mainstay of the 1950s' LA cocktail scene. This and the inevitable association with film stars changed the public's perception of tequila and firmly established its place in the American drinking repertoire.

The 1968 Olympic Games in Mexico City again brought tequila to the attention of an international audience.



It was not, however, until the growth of American tourism in the 1980s that tequila started to be appreciated as a connoisseurs drink.

Today, tequila and mezcal (from a small base) is one of the fastest growing spirits categories in the UK.

Already hugely popular in the USA, there is now a real appreciation of its craft, heritage, depth of flavour and versatility on this side of the Atlantic and their fortunes are set to soar.

About tequila

Tequila must be made from at least 51% Blue Weber Agave. Legislation allows for the remaining sugar to come from non-agave products, such as sugar cane which also grows in Mexico.

Tequilas made with 100% Blue Weber Agave are labelled as such, those made with less than 100% are called "mixto".

Tequila can only be produced in five areas of Mexico: Jalisco, Nayarit, Guanajuato, Michoacan, and Tamaulipas, although 99% is made in Jalisco, home to the town Tequila.

To extract the fermentable sugars, the piñas are cooked either in traditional masonry ovens called "hornos" or increasingly in much faster steam ovens which are called "autoclaves". The resulting liquid is then distilled a minimum of two or occasionally three times mainly in copper pot stills, although increasingly stainless steel is used.

The Mexican government has established a number of regulations to control what can be called tequila and how it is made. Tequila that follows these regulations is authenticated by the Tequila Regulatory Council (CRT) and carries a NOM number on the label which identifies the distillery.



Tequila styles

Blanco (Silver)

No minimum ageing requirements which results in a clear tequila allowing the raw vegetal characteristics of the agave to shine through. Regulations allow resting in wood for up to 60 days, this softens the flavour and may result in a hint of colour.

Joven (Gold)

Blanco tequila that has added colourings and flavourings to mellow the flavour through a process known as “aboçado”.

Reposado (Aged)

Aged in oak, either small casks or vats holding up to 20,000 litres for a minimum of 60 days, can be softened by aboçado. It has a straw-like colour, with an elegant, soft flavour which is influenced by the wood. This is the most popular style in Mexico.

Añejo (Extra Aged)

Aged in government sealed oak barrels holding no more than 600 litres for a minimum of one year, can be softened by aboçado. Light amber in colour, smooth, rich and complex.

Muy Añejo (Ultra Aged)

Aged in oak barrels holding no more than 600 litres for at least three years, can be softened by aboçado. Due to the length of time spent in wood, these are darker in colour, smooth and complex.

Aboçado

The use of additives including caramel, oak extract, glycerin or sugar syrup to soften the taste of tequila. The amounts of these ingredients used should be less than 1%.



Influences on
flavour

Highlands & Lowlands:

Agave is grown in two main zones: the highlands and the lowlands; their differing climate and soils impart different flavour characteristics.

Highlands - Los Altos:

This region has hot days and cool nights which results in slower growing larger agave, with a higher sugar content. Tequilas made in the Highlands tend to be sweeter, fruity and citrusy with soft agave notes.

Lowlands - El Valee:

Here the weather is harsh and dry with hot nights. Due to the lack of hydration the plant pulls its essence from the dry soil around it and results in an robust, earthy, spicy, herbaceous tequila.

“There exists a better quality mezcal produced near Guadalajara that carries the name of the town where it is made, “Tequila”. This drink costs more and is considered a good gift for a friend.”

- Albert Evans, 1869

Tequila from
highlands

 Indicates products from our
Matthew Clark extended range

**“O tequila, savage water of sorcery, what confusion
and mischief your sly, rebellious drops do generate!”**

- Tom Robbins, Still Life with Woodpecker

22.

TEQUILA (HIGHLANDS)

Tequila by

Villa Lobos

Villa Lobos is the result of a close collaboration with two of the world's most respected Tequila experts: Carlos Camarena and Dale Sklar.

The agave used for Villa Lobos is personally harvested by agaveros from the Camarena Family plantations in Los Altos to ensure only the sweetest and most mature are used. Villa Lobos is a perfect example of handcrafted tequila made with passion and care in the traditional way.



Villa Lobos Blanco

Arandas, Jalisco

Style: Blanco
Date Est: 2015
Blue Agave: 100%
ABV: 40%

PC: 00033220
Size(s): 70cl

Uniquely rested for six months to dramatically increase smoothness. Sweet agave and zingy citrus with a hint of cream on the nose. Herbal and vanilla flavours, slightly spicy.

Signature serve:
Paloma.

Brand fact:
Traditionally handcrafted by Carlos Camarena. Single Estate bottled. Rested for six months in steel before bottling.



Villa Lobos Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 2015
Blue Agave: 100%
ABV: 40%

PC: 00033222
Size(s): 70cl

Rested in small barrels for 11 months, it has a honeydew and soft glow appearance. Agave dominates the nose, light vanilla with a hint of cloves mellow it down. Sweet vanilla and honey flavours, slightly spicy.

Signature serve:
Nutty Mexican.

Brand fact:
Winner of Best Tequila Double Gold at San Francisco Spirit Competition. Traditionally handcrafted by Carlos Camarena. Single Estate bottled.

TEQUILA (HIGHLANDS)

23.



24.

TEQUILA (HIGHLANDS)



Villa Lobos Añejo

Arandas, Jalisco

Style: Añejo

Date Est: 1937

Blue Agave: 100%

ABV: 40%

PC: 00033219

Size(s): 70cl

Aged in small barrels for two years, it has a light golden appearance. Mellow vanilla with a hint of cloves on nose. Sweet toffee and honey flavours, slightly spicy.

Signature serve:

Neat, with a cinnamon sprinkled slice of orange on the side.

Brand fact:

Aged for two years in small barrels. Single Estate bottled.



Villa Lobos Extra Añejo

Arandas, Jalisco

Style: Muy Añejo

Date Est: 1937

Blue Agave: 100%

ABV: 40%

PC: 00065095

Size(s): 70cl

Aged for four years, it has a golden colour with a soft glow. Caramel and leather notes on the nose. Sweet vanilla, toffee and honey flavours, slightly spicy and leathery.

Signature serve:

Neat.

Brand fact:

Spends at least four years ageing in oak barrels after at least six months resting in open steel tanks.

25.

TEQUILA (HIGHLANDS)



“Tequila won’t fix your problems
...but it’s worth a shot.”

26.

TEQUILA (HIGHLANDS)

Tequila by **Casco Viejo**

Casco Viejo is a traditional handcrafted tequila produced by the Camarena Brothers, the third largest owners of agave plantations in Mexico.

Their privileged access to the finest plants from the premium highland region of Arandas creates 100% agave blanco and reposado tequilas of exceptional quality.



Casco Viejo Blanco

Arandas, Jalisco

Style: Blanco
Date Est: 1938
Blue Agave: 100%
ABV: 38%

PC: 00031738
Size(s): 70cl

The piñas are baked in traditional brick ovens, Champagne yeast is used to start fermentation which is then double distilled in traditional pot stills.

Signature serve:
With Ting.

Brand fact:
Gold medla winner at the International Spirits Challenge 2016.



Casco Viejo Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 1938
Blue Agave: 100%
ABV: 38%

PC: 00031737
Size(s): 70cl

Rested in new American oak barrels in order to retain the full agave flavour.

Signature serve:
Tommy's Margarita.

Brand fact:
100% agave tequila of exceptional quality by the Camarena brothers, owners of one of the largest estates of agave in the region.

27.

TEQUILA (HIGHLANDS)



Tequila by
Tapatio

Tapatio is distilled by the Camarena family in the La Alteña Distillery that has been handcrafting the world's finest tequilas for 80 years.

Many of the methods used to create this fantastic spirit are still the same as a century ago.



Tapatio Blanco

Arandas, Jalisco

Style: Blanco
Date Est: 1937
Blue Agave: 100%
ABV: 40%

PC: 00031267
Size(s): 50cl

A great example of a traditional blanco tequila, Tapatio Blanco is rested for two months in stainless steel tanks post distillation and prior to bottling. At 40% ABV Tapatio Blanco has a higher ABV than the Reposado and Añejo so that, when used in Margaritas and cocktails, the character of the agave shines through.

Signature serve:
The Dante.

Brand fact:
Tapatio is the name of a man from Guadalajara, the capital of Jalisco; the state in Mexico where tequila is from. The female equivalent is a Tapatia.



Tapatio Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 1937
Blue Agave: 100%
ABV: 38%

PC: 00031268
Size(s): 50cl

A more restrained tequila than the Blanco and aged for four months in ex-bourbon casks, two months longer than the law dictates. Tapatio Reposado is best enjoyed in a wine glass to fully bring out the honey and spicy character.

Signature serve:
Sangrita.

Brand fact:
Many of the methods used are still the same as a century ago. For much of the production, a large stone wheel, a "Tahona", is used to crush the cooked agave plants.



Tapatio Añejo

Arandas, Jalisco

Style: Añejo
Date Est: 1937
Blue Agave: 100%
ABV: 38%

PC: 00031266
Size(s): 50cl

Described by many connoisseurs as one of the world's finest sipping tequilas, Tapatio Añejo is aged for around 18 months in first-fill ex-Bourbon casks, six months longer than Mexican law dictates. A very moreish tequila; the ageing giving a complex yet easy drinking character.

Signature serve:
Neat.

Brand fact:
Don Felipe Camarena the founder of the La Alteña Distillery was born into a family that had distilled tequila since back in the early 1800s.

30. TEQUILA (HIGHLANDS)

Tequila by Ocho

Produced in La Alteña Distillery, Ocho is the first tequila to designate both the year it was produced and the precise field from which the family-grown agaves were sourced.

Each batch comes from a different field or rancho contributing distinctive characteristics of that place.



Ocho Blanco

Arandas, Jalisco

Style: Blanco
Date Est: 2007
Blue Agave: 100%
ABV: 40%

PC: 00021648
Size(s): 50cl

Each year Ocho harvests its agave from different fields to show the true expression of terroir within the region and to celebrate change. Ocho is a joint venture from tequila pioneer Carlos Camerana and Tomas Eastes, the tequila ambassador.

Signature serve:
Margarita.

Brand fact:
Ocho Tequila is the first vintage tequila from a Single Estate.

31. TEQUILA (HIGHLANDS)



Ocho Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 2007
Blue Agave: 100%
ABV: 40%

PC: 00021647
Size(s): 50cl

Aged in ex-American Whiskey barrels for eight weeks and eight days.

Signature serve:
Neat.

Brand fact:
Traditionally made through a slow cooking process, Ocho accentuates the agave flavour which develops over time.



Tequila by
Espolòn

Espolòn Tequila is crafted at the acclaimed San Nicolas distillery.

Master Distiller Cirilo Oropeza has decades of experience and a passion for perfection.



Espolòn Blanco

Arandas, Jalisco

Style: Blanco
Date Est: 2006
Blue Agave: 100%
ABV: 40%

PC: 00030858
Size(s): 70cl

Espolòn is handcrafted in an artisanal distillery in Arandas from 100% Blue Weber Agave. The agave piñas are slow-cooked for far longer than the industry standard which delivers more caramelizing and a sweeter profile. Nose: sweet agave with a hint of pepper. Taste: soft, bright agave, vanilla with grilled pineapple spice finish.

Signature serve:
Classic Margarita.

Brand fact:
Handcrafted in the artisanal distillery in Arandas to the exacting standards of Master Distiller Cirilo Oropeza. Made from 100% pure blue agave.



Espolòn Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 2006
Blue Agave: 100%
ABV: 40%

PC: 00030852
Size(s): 70cl

Produced in the same way as Espolòn Blanco and then rested in American oak for six months giving this tequila a rich gold hue. Nose: spicy with a hint of caramel fudge. Taste: bold, rich roasted agave, tropical fruit, vanilla and brown spices.

Signature serve:
Regal Margarita.

Brand fact:
The packaging celebrates the storied culture of true Mexico through classic 19th century artistry and the iconic rooster; a symbol of national pride.



34. TEQUILA (HIGHLANDS)

Tequila by **Olmecca**

**Produced in the heart of
Los Altos.**

The area is renowned for its mineral-rich red soil, ideal for high-quality sugar-rich agaves.



Olmecca Altos Plata

Arandas, Jalisco

Style: Blanco
Date Est: 2009
Blue Agave: 100%
ABV: 38%

PC: 00026288
Size(s): 70cl

Made from 100% blue agave grown in the Los Altos highlands of Mexico. Complete with herbal notes of cooked agave, slightly citric and sweet with a fruity aroma. The aftertaste is well-balanced, pleasant and long-lasting. It's a classic tequila for the modern world. Olmecca Altos Blanco was awarded Gold at The Spirits Business Tequila Masters 2016.

Signature serve:
Tommy's Margarita.

Brand fact:
Los Altos is situated 2,104 metres above sea level and is known for its mineral-rich, volcanic tierra roja.

35. TEQUILA (HIGHLANDS)



Olmecca Altos Reposado

Arandas, Jalisco

Style: Reposado
Date Est: 2009
Blue Agave: 100%
ABV: 38%

PC: 00026289
Size(s): 70cl

A 100% agave reposado tequila made from agave roasted in traditional Mamposteria masonry ovens and crushed by a tahona millstone. Aged 8-10 months in ex-bourbon casks, resulting in sweet and citric with notes of vanilla and wood. Olmecca Altos Reposado was awarded Gold at The Spirits Business Tequila Masters 2016.

Signature serve:
El Diablo.

Brand fact:
Olmecca Altos was created by Master Distiller Jesús Hernández together with two of the world's most recognized bartenders: Henry Besant and Andrés Masso.



Tequila by
Aqua Riva

Owned and created by Cleo Rocos, who spent three months in Mexico with a master distiller to create the three variants of Aqua Riva.



Aqua Riva Blanco

Arandas, Jalisco

*Style: Blanco
Date Est: 2012
Blue Agave: 100%
ABV: 38%*

**PC: 00029241
Size(s): 70cl**

Multi award-winning Single Estate tequila made from high quality 100% Blue Weber Agave and volcanic spring water from the highlands of Jalisco, Mexico. Double distilled, smooth, no alcohol burn. Perfect for cocktails and sipping. Sensational taste: a flash of fruit, a hint of pepper, and a light fiery tingle on the tongue. Fresh, vibrant and youthful tequila.

Signature serve:
Tommy's Margarita.

Brand fact:
Owned and created by Cleo Rocos for bartenders to make the perfect cocktail every time. The label was designed by a 17 year old art student Cleo met on the tube.



Aqua Riva Reposado

Arandas, Jalisco

*Style: Reposado
Date Est: 2012
Blue Agave: 100%
ABV: 38%*

**PC: 00029238
Size(s): 70cl**

Multi award-winning reposado, rested for a minimum of six months in American Oak single cask whiskey barrels. Double distilled, smooth with no alcohol burn. Perfect for cocktails and sipping. The taste has hints of caramel biscuit and delicate ripe fruit tones with a long passionate finish. Gorgeously smooth and perfectly balanced.

Signature serve:
Espresso Martini.

Brand fact:
Affordable, high quality Reposado tequila. Versatile for all cocktails with a large celebrity following. The bottle style was chosen by bartenders.



Aqua Riva Handmade Reposado

Arandas, Jalisco

*Style: Reposado
Date Est: 2012
Blue Agave: 100%
ABV: 40%*

**PC: 00029242
Size(s): 70cl**

Handmade Reposado is double distilled from hand selected eight year old agave and rested for a minimum of nine months in American oak single cask whiskey barrels. Ultra-smooth, full flavour with hints of almond, toasted apricot and dark chocolate. An exquisite tequila experience.

Signature serve:
Neat.

Brand fact:
The ripest of all eight year old agaves are hand picked then slow cooked to achieve this exquisite flavour and balance, distilled to 40% abv.

Tequila by
Don Julio

For over 70 years, Don Julio Gonzáles' passion drove him to improve every aspect of his tequila, from the harvesting to the bottling; all to craft the worlds first luxury tequila.



Don Julio Blanco

Atotonilco El Alto, Jalisco

Style: Blanco
Date Est: 1942
Blue Agave: 100%
ABV: 38%

PC: 00018558
Size(s): 70cl

The fine raw agave juices and a complex, time-honoured process create the smooth, yet crisp tequila. A lightly sweet and incredibly pure raw agave flavour immediately excites the palate and rounds out for a smooth and lush blanco tequila of unrivalled excellence. The finish is clean and soft, complemented by a touch of black pepper and grassy undertones.

Signature serve:
Margarita.

Brand fact:
Unlike many other distilleries, La Primavera only produces one ultra-premium tequila, Don Julio.



Don Julio Reposado

Atotonilco El Alto, Jalisco

Style: Reposado
Date Est: 1942
Blue Agave: 100%
ABV: 38%

PC: 00018557
Size(s): 70cl

Tequila Don Julio Reposado, a rich smooth tequila with a splendid golden amber colour and a fine premium flavour, is the most popular high-end tequila in Mexico. Incredibly soft and elegant hints of dark chocolate, vanilla and light cinnamon for a lightly honeyed and smooth flavour.

Signature serve:
Paloma.

Brand fact:
Barrel aged for eight months in American white-oak barrels.



Don Julio Añejo

Atotonilco El Alto, Jalisco

Style: Añejo
Date Est: 1942
Blue Agave: 100%
ABV: 38%

PC: 00018559
Size(s): 70cl

A testament to Don Julio's patience and determination for superior quality, Tequila Don Julio Añejo is the culmination of distinct rich flavours of agave balanced with the perfect amount of wood influence. Wonderfully complex with expressions of vanilla and oaky butterscotch notes. Bright and lightly spiced finish with the essence of wild honey in the back for a rewarding long finale.

Signature serve:
Manhattan.

Brand fact:
Barrel aged for 18 months in American white-oak barrels. Made in small batches.

Tequila by
Patrón

Patrón's entire tequila-making process takes place at Hacienda Patrón, which does not make tequila for anyone else.

Patrón takes pride in every aspect; from their eco-friendly reverse osmosis irrigation system, to recycling the agave by-product, and most importantly the people that make the tequila, with at least 60 hands touching every bottle.



Patrón Silver

Atotonilco El Alto, Jalisco
Style: Blanco
Date Est: 1989
Blue Agave: 100%
ABV: 40%

PC: 00020160
Size(s): 70cl

The world's leading ultra-premium tequila, Patrón is hand-made in small batches, using the most perfect combination of small-batch techniques possible. Made from the finest Blue Weber Agave.

Signature serve:
With tonic with orange peel garnish.

Brand fact:
The iconic bottles are touched by at least 60 hands to ensure they are flawless and then hand-labelled, wrapped, signed, sealed and packed to perfection.



Patrón Reposado

Atotonilco El Alto, Jalisco
Style: Reposado
Date Est: 1989
Blue Agave: 100%
ABV: 40%

PC: 00020158
Size(s): 70cl

Aged at least two months for smooth taste with a hint of oak flavour.

Signature serve:
Perfect Paloma.

Brand fact:
Patrón is one of the few tequilas to still use the traditional stone wheel, called a "tahona," to crush its agave.



Patrón Añejo

Atotonilco El Alto, Jalisco
Style: Patrón Añejo
Date Est: 1989
Blue Agave: 100%
ABV: 40%

PC: 00020159
Size(s): 70cl

Oak aged for over 12 months in a combination of four different oak barrels from all over the world.

Signature serve:
Añejo Old Fashioned.

Brand fact:
Patrón is the biggest selling ultra-premium tequila brand in the US.

Tequila from
lowlands

**“It would not be until darkness had taken indisputable control over the land,
until the flames of the bonfire created an unreal world of shadows,
until tequila and mezcal untied men from their somber selves.”**

- Warren Eyster, *The Goblins of Eros*



Tequila by
Herradura

Herradura is an ultra premium, 100% agave tequila, crafted using only the most mature blue agave, traditional production methods and fermented naturally with wild yeast.

Produced by Casa Herradura, one of Mexico's most historic and renowned tequila producers, on the premises of a 19th century Hacienda in Amatitán, Jalisco.



Herradura Plata

Amatitán, Jalisco

Style: Blanco
Date Est: 1870
Blue Agave: 100%
ABV: 40%

PC: 00029069
Size(s): 70cl

Located and produced in the tiny town of Amatitán in the heart of the tequila region. Made using locally grown, 100% Blue Weber Agave and aged for 45 days in virgin American oak barrels. Producing a tequila with green and cooked agave aromas followed by herbal and slightly woody notes continued on the palate with citric notes. The finish is smooth, clean and warming.

Signature serve:
Herradura Luxe.

Brand fact:
Tequila Herradura was founded in 1870 by Feliciano Romo, who stumbled across a ray of light shimmering from a horseshoe in the foothills of the Sierra Madre Mountains; Herradura is Spanish for 'horseshoe'.



Herradura Reposado

Amatitán, Jalisco

Style: Reposado
Date Est: 1870
Blue Agave: 100%
ABV: 40%

PC: 00033472
Size(s): 70cl

Aged for 11 months (9 more than category standards) in virgin American white oak barrels which gives the tequila its deep copper colour and exceptionally smooth taste with notes of sweet cooked agave and a touch of vanilla and spice.

Signature serve:
With ginger ale.

Brand fact:
Herradura Reposado was the world's first Reposado and created the category.



46.

TEQUILA (LOWLANDS)

Tequila by

El Jimador

Crafted from 100% agave at the Hacienda Herradura. The matured agave (about 10 years old) is harvested, then cooked inside traditional, decades-old ovens made of brick and stone for 24 hours, then cooled before being crushed in huge mills to extract the sweet juices.

Fermentation takes place in open-air tanks prior to being distilled two separate times in pot stills before being bottled.



El Jimador Blanco

Amatitán, Jalisco

Style: Blanco
Date Est: 1995
Blue Agave: 100%
ABV: 38%

PC: 00029194
Size(s): 70cl

Young and fresh, El Jimador Blanco tequila has a truly authentic character. Made with 100% hand-harvested Blue Weber Agave and double distilled with sparkling clarity, resulting in a spirit so rich in flavour that every sip comes to life. Crisp and buzzing with citrus flavours, great neat or in a cocktail.

Signature serve:
Paloma.

Brand fact:
The El Jimador range was created to pay tribute to the expert “Jimadors” (harvesters), the highest selling 100% agave in the UK and Mexico.

47.

TEQUILA (LOWLANDS)



El Jimador Reposado

Amatitán, Jalisco

Style: Reposado
Date Est: 1995
Blue Agave: 100%
ABV: 38%

PC: 00022238
Size(s): 70cl

Rested for two months in El Jimador's own handmade American oak barrels. The result is worth the wait: an exquisite golden tone, warm seasoned flavours and a smooth, confident agave flavour that really shines through.

Signature serve:
Margarita.

Brand fact:
Double Gold Medal at the San Francisco World Spirits Competition in 2012, but has also won over 25 awards since 2010.



Tequila by
Sauza

Founded in 1873 by Don Cenobio Sauza, who was the first person to export tequila from Mexico, and who passed the business down the family line: first to his son, Don Eladio Sauza, and then onto his son, Don Francisco Javier Sauza.

Don Cenobio called his distillery "La Perseverancia", Perseverance, an apt name indeed, as the building perseveres at the heart of Casa Sauza to this day.



Silver

Tequila, Jalisco

Style: Blanco
Date Est: 1873
Blue Agave: Mixto
ABV: 38%

PC: 00015548
Size(s): 70cl

Crystal clear colour with hints of silver. Aroma of apple notes followed by jasmine and hints of fine herbs. Medium-bodied flavour with a green apple essence and a moderately bitter citrus finish. Double distilled and gently extracted for a smooth, agave taste. Double filtered to allow the fresh agave flavour to come through.

Signature serve:
Classic Margarita.

Brand fact:
The agave juices are cooked after extraction from the piñas to ensure the freshest and purest agave flavours.



Gold

Tequila, Jalisco

Style: Gold
Date Est: 1873
Blue Agave: Mixto
ABV: 38%

PC: 00028746
Size(s): 70cl

Gold appearance with a sparkling brightness. Aromas of sweet caramel and agave layered with hibiscus. Sweet caramel flavours balanced with pepper notes. Medium-bodied with a sweet finish. Double distilled and gently extracted for a smooth, agave taste. Double filtered to allow the fresh agave flavour to come through.

Signature serve:
Citrus Margarita.

Brand fact:
Casa Sauza has been crafting the region's finest tequilas for over 140 years.



Hornitos

Tequila, Jalisco

Style: Reposado
Date Est: 2008
Blue Agave: 100%
ABV: 38%

PC: 00015576
Size(s): 70cl

Aged for four months in natural oak vats instead of toasted barrels to deliver a very light and mellow Reposado with intense agave flavour. Slightly woody with a balanced agave flavour with apple and herbal notes. Medium to full-bodied spirit with a warm, slightly astringent finish.

Signature serve:
El Diablo Margarita.

Brand fact:
100% agave and double distilled. The purest possible articulation of lively agave character.

50. TEQUILA (LOWLANDS)



Sauza 901

Tequila, Jalisco.

Style: Blanco

Date Est: 2014

Blue Agave: 100%

ABV: 40%

PC: 00030023

Size(s): 70cl

Super smooth 100% agave tequila. A dream collaboration between Casa Sauza and Justin Timberlake. Triple distilled, first in column stills, second and third in pot stills, to create a smooth and consistent profile. Mild filtration and a blast chiller process. Subtleties of floral, citrus and pepper complement the agave notes. So smooth there is no need for lime.

Signature serve:

On the rocks.

Brand fact:

Named after the time when the night gets interesting - 9.01pm!

TEQUILA (LOWLANDS) 51.



“There is a great independence, and a confident immunity to risk, in all drinks made out of cactus.”

- Alan LeMay, The Searchers

Tequila by
Tres Generaciones

Celebrating three generations of dons that have shaped the history not only of Sauza, but of all tequila.

Taking it from a local concern to a nationally unifying force during times of turmoil, and finally, to acceptance of it as a world-class spirit.



Tres Generaciones Plata

Tequila, Jalisco.

Style: Blanco
Date Est: 2009
Blue Agave: 100%
ABV: 38%

PC: 00032224
Size(s): 70cl

The cleanest of unadulterated expression of distilled organic tequila. Triple distilled resulting in the smoothest and purest agave flavours and aromas. Sweet flavour of raw and cooked agave and slightly spicy. Moderate in length with an agreeable bitterness.

Signature serve:
On the rocks.

Brand fact:
100% agave and triple distilled. Built on three generations (Tres Generaciones!) and more than 100 years of heritage dating back to 1873.



Tres Generaciones Reposado

Tequila, Jalisco

Style: Reposado
Date Est: 2009
Blue Agave: 100%
ABV: 38%

PC: 00032310
Size(s): 70cl

Triple distilled organic tequila that is aged in medium toasted, used bourbon barrels to deliver a smooth and spicy profile of agave and wood notes. Very smooth with slight astringency and agave flavour. Slightly sweeter with a medium finish.

Signature serve:
On the rocks.

Brand fact:
The agave is fresh pressed before cooking ensuring flavour is at its freshest and most pure.



Tres Generaciones Añejo

Tequila, Jalisco

Style: Añejo
Date Est: 2009
Blue Agave: 100%
ABV: 38%

PC: 00032207
Size(s): 70cl

Triple distilled and aged in medium toasted handmade barrels to deliver the most complex and balanced tequila in the Sauza portfolio. Rich combination of vanilla, toasted oak and dried fruit supported by cooked agave with undernotes of light pepper and spices.

Signature serve:
On the rocks.

Brand fact:
Considered the crowning achievement of the Sauza family distillery.

Tequila by
Jose Cuervo

Jose Cuervo is the biggest selling tequila in the world, as well as the oldest, most-recognized and awarded.

The history of Jose Cuervo began in 1758, the year in which Jose Antonio de Cuervo obtained a parcel of land in Tequila, Jalisco, in order to cultivate and harvest the blue agave plant. This singular event marked the birth of the tequila category.

The company has remained family-owned for over 250 years, and today is run by the 10th generation of the Cuervo family.



Especial Silver

Tequila, Jalisco

Style: Blanco
Date Est: 1795
Blue Agave: Mixto
ABV: 38%

PC: 00022919
Size(s): 70cl

Especial Silver has a strong agave flavour, with subtle green herb notes and a full rounded finish. Cut and bottled straight off the still, this is a full-flavoured tequila.

Signature serve:
Margarita.

Brand fact:
Especial Silver is made with blue agave harvested from rich, volcanic soil which is then transformed into a clean, crisp, and smooth tequila.



Especial Reposado

Tequila, Jalisco

Style: Reposado
Date Est: 1795
Blue Agave: Mixto
ABV: 38%

PC: 00010047
Size(s): 70cl

Especial Reposado is rested in American oak for up to six months to add caramel notes and soften the full finish, creating a smoother spirit with oak notes and a golden colour.

Signature serve:
Paloma.

Brand fact:
The worlds most recognised and popular tequila brand, Especial is created by the master distillers at La Rojeña using the finest lowland agave.



Tradicional Reposado

Tequila, Jalisco

Style: Reposado
Date Est: 1795
Blue Agave: 100%
ABV: 38%

PC: 00028996
Size(s): 70cl

Tradicional Reposado is rested in virgin white oak barrels for a minimum of two months, giving it a smooth and subtle complexity.

Signature serve:
Tommy's Margarita.

Brand fact:
The original Jose Cuervo 100% agave tequila, produced exclusively from lowland agave at the historic La Rojeña distillery.

56. TEQUILA (LOWLANDS)



XR

Reserva De La Familia Platino

Tequila, Jalisco.

Style: Blanco

Date Est: 2007

Blue Agave: 100%

ABV: 40%

PC: 00031297

Size(s): 70cl

Made from only the finest hand-selected blue agave from the Valley of Tequila, Platino is a lush, vibrant, ultra-premium tequila.

Signature serve:

Neat or over ice.

Brand fact:

Reserva de La Familia is made in small batches and presented in an individually numbered bottle, hand dipped in wax.



Reserva De La Familia Añejo

Tequila, Jalisco.

Style: Añejo

Date Est: 1995

Blue Agave: 100%

ABV: 38%

PC: 00024699

Size(s): 70cl

The Extra Añejo Reserva De La Familia is aged in French and American oak barrels for a minimum of three years with a blend of tequila as old as 35yrs.

Signature serve:

Neat or over ice.

Brand fact:

Reserva de la Familia was originally the extra aged tequila for the Cuervo Family to enjoy privately.

57. TEQUILA (LOWLANDS)



58. TEQUILA (LOWLANDS)

Tequila by

Gran Centenario

Gran Centenario is Mexico's most award-winning ultra-premium tequila.

Named in 1895 to commemorate the turn of the new century, it remains family owned and continues to be handcrafted in small batches at Hacienda Los Camichines in Jalisco, Mexico.



Tequila Añejo

Hacienda Los Camichines, Jalisco

Style: Añejo
Date Est: 1895
Blue Agave: 100%
ABV: 38%

PC: 00015572
Size(s): 70cl

Rested in never before used French Limousin oak barrels for optimum flavour, Gran Centenario tequila is then blended with aged tequila reserves for a smooth and rich taste. This unique process creates a tequila that is extremely complex in flavour with rich and smoky notes.

Signature serve:
Golden Angel.

Brand fact:
Gran Centenario Tequila uses the finest 100% Blue Weber Agave harvested from plants that range from 10-12 years grown in the highlands.

59. TEQUILA (LOWLANDS)



“Te-amó te-quila.”

- Anon

Tequila by
1800

1800 is the fastest selling original 100% agave super-premium tequila in America and is renowned for being expertly aged and consistently smooth.

Named after the year tequila was first aged in oak casks, 1800 Tequila is made from pure 100% Blue Weber Agave grown on family owned ranches and bottled in Jalisco.



1800 Silver

Jalisco

Style: Jalisco
Date Est: 1975
Blue Agave: 100%
ABV: 38%

PC: 00029359
Size(s): 70cl

Made from 100% Blue Weber Agave aged for eight years and harvested at their peak. The liquid is double distilled, and a special selection of white tequilas are blended together for added complexity and character. Taste is clean and balanced, with hints of sweet fruit and pepper.

Signature serve:

Blush - with rose lemonade and grapefruit garnish.

Brand fact:

Named after the year tequila was first aged in oak casks, 1800 continues to employ its original distillation process.



1800 Reposado

Jalisco

Style: Reposado
Date Est: 1975
Blue Agave: 100%
ABV: 38%

PC: 00032231
Size(s): 70cl

1800 Reposado is crafted using eight year old 100% Blue Weber Agave and is rested in French and American oak. This rich liquid has notes of buttery caramel, mild spices and a touch of smokiness, which is imparted by the finishing process.

Signature serve:

Old Fashioned.

Brand fact:

The packaging for 1800 Tequila is an iconic trapezoidal shape, reminiscent of the centuries-old Mayan stone pyramids.



Tequila by
Maestro Dobel

Introducing the world's first crystal-clear aged tequila with the complexity of aged cognacs combined with the crispness of luxury vodkas.

Dobel is a unique blend of Extra-Añejo, Añejo and Reposado tequila blended and filtered to produce a crystal clear liquid.



XR

Maestro Dobel Diamante

Jalisco

Style: Blanco
Date Est: 2009
Blue Agave: 100%
ABV: 40%

PC: 00029785
Size(s): 75cl

The palate is full-bodied and super smooth with complex and bold oak, vanilla and butterscotch notes with a little herbal spice balanced by agave sweetness.

Signature serve:
Neat or over ice.

Brand fact:
Each bottle of Maestro Dobel is double distilled, matured in Hungarian white oak barrels and filtered for exceptional smoothness and clarity.



XR

Maestro Dobel Humito

Jalisco

Style: Blanco
Date Est: 2015
Blue Agave: 100%
ABV: 40%

PC: 00034377
Size(s): 75cl

A delicate and satisfying bouquet of sweet caramel flavours with maple and honey top notes, layered with the essence of fresh cut mesquite wood. The finish is long on the palate with hints of roasted nuts and vanilla.

Signature serve:
Smoked Old Fashioned.

Brand fact:
Replicating the tequila taste from the 17th century, mesquite wood is used during the production of this silver tequila.



About
mezcal

Similarly to tequila there are two types of mezcal, 100% agave and mixto which may just be labelled mezcal and may contain up to 20% non-agave sugars.

Mezcal can be made from more than 30 different types of agave, the most common being Espadin, Tobala and Madre Cuixtle.

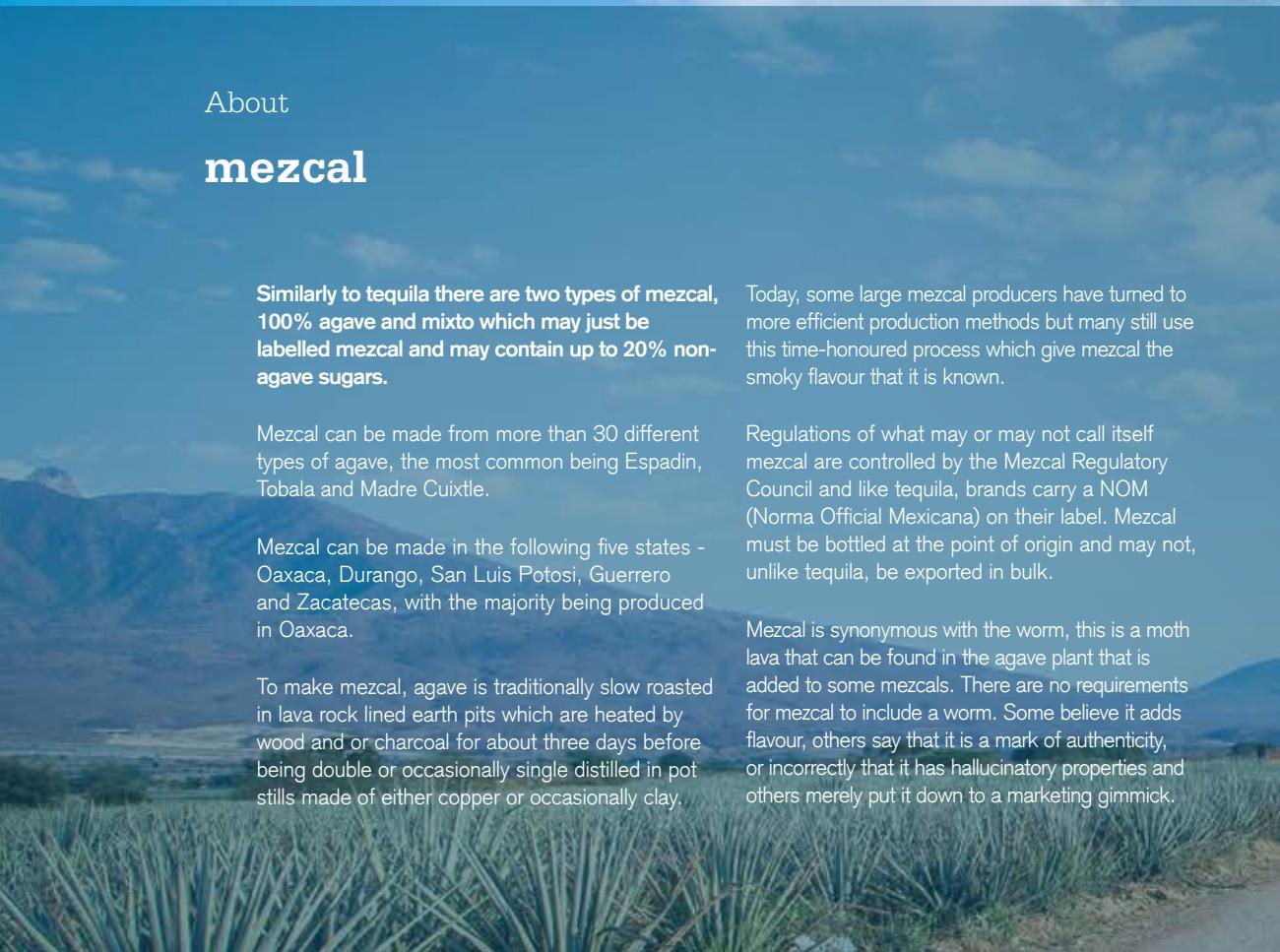
Mezcal can be made in the following five states - Oaxaca, Durango, San Luis Potosi, Guerrero and Zacatecas, with the majority being produced in Oaxaca.

To make mezcal, agave is traditionally slow roasted in lava rock lined earth pits which are heated by wood and or charcoal for about three days before being double or occasionally single distilled in pot stills made of either copper or occasionally clay.

Today, some large mezcal producers have turned to more efficient production methods but many still use this time-honoured process which give mezcal the smoky flavour that it is known.

Regulations of what may or may not call itself mezcal are controlled by the Mezcal Regulatory Council and like tequila, brands carry a NOM (Norma Oficial Mexicana) on their label. Mezcal must be bottled at the point of origin and may not, unlike tequila, be exported in bulk.

Mezcal is synonymous with the worm, this is a moth larva that can be found in the agave plant that is added to some mezcals. There are no requirements for mezcal to include a worm. Some believe it adds flavour, others say that it is a mark of authenticity, or incorrectly that it has hallucinatory properties and others merely put it down to a marketing gimmick.



Mezcal

styles

Aboçada

Bottled immediately after distillation and may have added colourings and flavourings to mellow the flavour through the aboçada process.

Añejo

Matured in oak barrels no larger than 200 litres for a minimum of one year.

Blanco (Joven)

Un-aged although sometimes rested in natural tanks for up to two months.

Pechuga

Mezcal macerated in a vat with fruits and nuts, before undergoing a third distillation during which a chicken breast is suspended directly above the neck of the vat to extract some of the fruity notes.

Reposado (Madurado)

Matured in wooden barrels that are no larger than 200 litres for between two months to one year.

“Take life with a pinch of salt...plus a slice of lemon and a shot of tequila.”

- Anon





XR

Creyente Joven

The Oaxaca regions of Tlacolula and Yautepec

Style: Joven
Date Est: 2016
Blue Agave: 100%
ABV: 40%

Variety of Agave:
Espadin

PC: 00015553
Size(s): 70cl

A visionary blend that takes the form of a hybrid animal. The full, velvety smooth body is symbolised by the figure of the jaguar. Sweet hints of fruit are embodied by the legs of the antelope. The overarching smoky mesquite wood flavour unifying these elements is epitomized by the golden eagle of Mexico.

Signature serve:
Neat with a slice of orange.

Brand fact:
Creyente Joven is the blend of two extraordinary mezcals from the two Oaxaca regions of Tlacolula and Yautepec.



QuiQuiRiQui Matatlan

Matatlan, Oaxaca

Style: Joven
Date Est: 2011
Blue Agave: 100%
ABV: 45%

Variety of Agave:
Espadin

PC: 00031269
Size(s): 70cl

A full flavoured single palenque handmade mezcal that is perfect as a house pour. Established in 2011, QuiQuiRiQui partners directly with families who have been producing traditional mezcal in their communities for generations.

Signature serve:
Margarita.

Brand fact:
Single Estate, handcrafted spirits produced by traditional methods in Mexico.



Mexcal Burrito Fiestero

Cenizo

Style: Joven
Date Est: 2013
Blue Agave: 100%
ABV: 40%

Variety of Agave:
Cenizo

PC: 00033081
Size(s): 70cl

Made from agave cenizo which takes 10 -13 years to mature, once harvested the piñas are transported by donkey down the mountain to the distillery where ancient techniques are used to bring out the best possible flavours and aromas. Mexcal Burrito has a light smoky scent with predominant sweet floral notes. It is very complex but at the same time very smooth and easy to drink.

Signature serve:
Spicy Margarita.

Brand fact:
Fully handcrafted and made in traditional way, dedicated to sustainability new agave is planted for every bottle produced.



Monte Alban

Oaxaca

Style: Joven
Date Est: 1997
Blue Agave: 100%
ABV: 40%

Variety of Agave:
Angustifolia Haw

PC: 00015553
Size(s): 70cl

Monte Alban is a truly authentic Mexican spirit. Made in Mexico and distilled from the agave plant using centuries-old traditions and techniques. Each bottle contains the famous agave worm. Mezcal is tequila's 'big brother'.

About

Mexican Liqueurs

Mexico also produces a fantastic eclectic range of liqueurs many of which have been around for a very long time.

In more recent years these have been joined by flavoured tequilas or tequila based liqueurs which follow the trend in other categories such as vodka and American whiskey, the flavours available are generally natural partners for the spirits and the agave flavour shines through.

“Tequila. Straight. There’s a real polite drink. You keep drinking until you finally take one more and it just won’t go down. Then you know you’ve reached your limit.”

- Lee Marvin



Patrón XO Café

Atotonilco El Alto, Jalisco,

*Style: Liqueur
Date Est: 2001
Blue Agave: 100%
ABV: 35%*

**PC: 00022418
Size(s): 70cl**

Patrón XO Cafe is an extraordinary blend of ultra-premium Patrón Silver and the pure, natural essence of fine coffee. The taste is dry, not sweet as with most low-proof coffee liqueurs.

Signature serve:
Shot, on the rocks or Espresso Martini.

Brand fact:
Excellent for sipping, as a premium cocktail ingredient, or as a unique and delicious dessert topping.



Patrón XO Incendio

Atotonilco El Alto, Jalisco

*Style: Liqueur
Date Est: 2014
Blue Agave: 100%
ABV: 30%*

**PC: 00031066
Size(s): 70cl**

A fiery addition to the Patrón range, a blend of Patrón Silver, Criollo chocolate and arbol chilli peppers.

Signature serve:
Shot, on the rocks or Chilito.

Brand fact:
Best served chilled over ice, or to add a spicy kick to your cocktails.



1800 Coconut

Jalisco

*Style: Liqueur
Date Est: 2015
Blue Agave: 100%
ABV: 35%*

**PC: 00029350
Size(s): 75cl**

Signature double distilled 1800 Silver infused with natural, ripe coconut flavour. With its slightly-sweet and medium-bodied tropical taste, this versatile spirit is delicious on the rocks and also tastes great mixed with pineapple juice.

Signature serve:
On the rocks or with pineapple juice.

Brand fact:
The crest on the bottle represents "Trabajo, Passion, Honestidad" ("Work," "Passion," "Honesty"), signifying the honour and tradition that go into the process of crafting this historically rich tequila.



Agavero

Jalisco

*Style: Liqueur
Date Est: 1857
Blue Agave: 70cl%
ABV: 32%*

**PC: 00026213
Size(s): 70cl**

Pale copper in colour. On the nose, Agavero has rich spicy agave, verbena and pepper aromas. Lightly sweet to taste, medium to full body of reposado tequila agave, charred green pepper and medicinal bark and herb flavours.

Signature serve:
Margarita Agavero.

Brand fact:
A 100% blue agave tequila liqueur blended with natural damiana flowers. It was created over a century ago and is still hand-produced.



XR

Ancho Reyes

Puebla

Style: Liqueur

Date Est: 1927

Blue Agave: NA

ABV: 40%

PC: 00032973

Size(s): 70cl

Crafted from 100% natural ancho chillies, Mexico's most beloved chilli, hand-selected to ensure a consistent high quality. Maceration occurs in small batches to achieve sharp, seductive and rich flavours. A deep bronze hue with medium body and high viscosity. Aromas of dried chilli, spices, cinnamon, cacao with a pleasantly sweet finish followed by chilli with moderate heat and slight acidity.

Signature serve:

Old Fashioned.

Brand fact:

The original Ancho Chilli liqueur from Mexico; the first of its kind, inspired by a 1920s-era family recipe. Versatile, enjoyed in cocktails or neat.



Mezcal MG

EL Mezquital, Durango

Style: Pechuga

Date Est: 2015

Blue Agave: 100%

ABV: 40%

PC: 00034470

Size(s): 70cl

This unique spirit is the union between the ancient Mexican tradition of Pechuga Mezcal and European Gin distillation. Mezcal MG is made using handcrafted Cenizo Mezcal, redistilled in pot stills with endemic and traditional gin botanicals.

Signature serve:

Passion fruit & Lemongrass Margarita.

Brand fact:

Handcrafted in the mountains of Durango with local and gin botanicals. Two Agaves planted for every bottle produced.



76. SERVES & ADDED VALUE

Branch out with
Fever Tree

Traditionally, tequila has been associated with shots but with its growth in popularity it is increasingly being consumed in cocktails and simple mixed drinks.



Tequila & Tonic

Ingredients

- 50ml Blanco tequila
- Tonic Water

Method

Fill a highball glass with ice add tequila and top with Fever-Tree Tonic.

Garnish

Orange twist



Tequila Mule

Ingredients

- 50ml Reposado tequila
- Ginger Beer
- Fresh lime

Method

Fill a highball glass with ice, add the tequila and a squeeze of fresh lime, top up with Fever-Tree Ginger Beer.

Garnish

Lime wedges



Tequila & Ginger Ale

Ingredients

- 50ml Reposado tequila
- Ginger Ale
- Fresh lime

Method

Fill a highball glass with ice, add tequila and top with Fever-Tree Ginger Ale.

Garnish

Orange Slice



Tequila & Lemon Tonic

Ingredients

- 50ml Blanco tequila
- Lemon Tonic

Method

Fill a highball glass with ice, add tequila and top with Fever-Tree Lemon Tonic.

Garnish

Lemon twist

SERVES & ADDED VALUE 77.

About the
margarita

The origins of the most famous tequila cocktail, the Margarita, are unclear, but many think it dates back to post prohibition and a Mexican border town Tijuana.

In 1936 an Iowan newspaper man, James Graham, was on holiday there and was recommended the "tequila daisy" which was sold in one of the few remaining bars in town.

On meeting the Irish owner called Madden he was advised that the creation was a mistake when he used tequila instead of brandy - the drink had gone down well and its reputation spread. The word "margarita" in Spanish means "daisy".

Although this is the earliest story laying claim to the Margarita, there are many others that date back to the 1930s, 40s and

50s with drinks named after customers called Margarita, Margaret or Marjorie.

The origins of this most famous of cocktails remain shrouded in mystery. However, the first published Margarita recipe is the December 1953 issue of Esquire.

Today there are many variations of the Margarita, here are some of our favourites.

"I wonder if there's a Margarita somewhere out there, thinking about me too."

- Anon





Classic

Ingredients

- 37.5ml Tequila
- 12.5ml Triple Sec
- 18.75ml fresh lime
- 1 bsp sugar syrup

Method

Shake all ingredients with ice and fine strain into a chilled glass. For a salt rim rub the outside of the rim, with lime juice and dip in a saucer of salt.

Glass

Margarita

Garnish

Salt rim & lime wedge



Skinny

Ingredients

- 37.5ml Blanco Tequila
- 18.75ml lime juice
- 18.75ml orange juice
- Bar spoon agave syrup

Method

Shake all ingredients with ice and fine strain into a chilled glass.

Glass

Margarita

Garnish

Salt rim & lime wedge



Tommy's

Ingredients

- 50ml Blanco Tequila
- 25ml lime juice
- 12.5ml agave syrup

Method

Served on the rocks without a salt rim.

Glass

Highball

Garnish

Lime wheel



Passion fruit

Ingredients

- 50ml Tequila
- 25ml passion fruit puree
- 18.75ml fresh lime
- 1 bsp agave syrup

Method

Shake all ingredients with ice and fine strain into a chilled glass.

Glass

Coupette

Garnish

Salt rim



Muddled Orange

Ingredients

- 50ml Tequila
- 1 bsp agave syrup
- 4 wedges of lime
- 4 half-wheels of a small orange

Method

Muddle lime and orange in a shaker. Add agave syrup and tequila, and shake with cracked ice. Pour and add ice.

Glass

Highball

Garnish

Orange slice



Frozen

Ingredients

- 37.5ml Tequila
- 12.5ml Triple Sec
- 18.75ml fresh lime
- 12.5ml sugar syrup

Method

Blend all the ingredients together with crushed ice. Serve heaped in the glass.

Glass

Martini

Garnish

Maraschino wedge

Classic
serves

“Nobody leaves my
tequila worm dangling
in the wind.”

- Antonio Banderas,
The Mask of Zorro



Paloma

Named after the Spanish word for Dove.

- Ingredients**
- 50ml Reposado Tequila
 - 50ml fresh grapefruit juice
 - 12.5ml fresh lime juice
 - 1 bsp agave syrup
 - Top with Ting (grapefruit soda)
 - Pinch salt to taste

Method
All the ingredients with the exception of grapefruit soda with ice and strain into an ice filled glass. Top with grapefruit soda.

Glass
Highball

Garnish
Grapefruit slice & salt



Juan Collins

A refreshing member of the Collins family.

- Ingredients**
- 50ml Tequila
 - 25ml lime juice
 - 12.5ml agave syrup
 - Top with soda

Method
Shake the first three ingredients with ice and strain into a ice filled glass. Top with soda.

Glass
Collins

Garnish
Lemon or lime wedge



Tequila Sunrise

A cocktail named after the appearance of the drink; with the red grenadine settling at the bottom and the orange juice above it.

- Ingredients**
- 50ml Tequila
 - Top orange juice
 - 12.5ml Grenadine

Method
Pour the tequila and orange juice into an ice-filled glass and drizzle grenadine over the top.

Glass
Collins or Hurricane

Garnish
Orange slice

84.

SERVES & ADDED VALUE



El Diablo

Meaning the "Devil" the earliest reference is in Trader Vic's 1946 "Book of Food and Drink" although it is unknown where it originates from.

Ingredients

- 37.5ml Tequila
- 12.5ml Crème de cassis
- 12.5ml lime juice
- Top with ginger beer
- 1bsp agave syrup

Method

Shake the tequila, cassis, agave syrup and lime juice with ice and strain into an ice filled Collins glass and top with ginger beer.

Glass

Highball

Garnish

Lime wedge



Bloody Maria

Tequila replaces vodka on this spin of the brunch classic.

Ingredients

- 50ml Tequila
- 200ml tomato juice
- 12.5ml fresh lemon juice
- 4 dashes Worcestershire sauce
- Dash Tabasco (to taste)
- Tsp. horseradish sauce (to taste)
- Dash celery salt and pepper

Method

Shake ingredients with ice and strain into an ice filled glass.

Glass

Collins

Garnish

Celery stick



El Nino

There are many variations of this cocktail, we have selected this one with fresh strawberries.

Ingredients

- 50ml Tequila
- 6 lime wedges
- 1 hulled strawberry
- 25ml sugar syrup

Method

Muddle lime and strawberry with the sugar syrup in a shaker, add ice tequila and rose water, shake and strain into an ice filled glass.

Glass

Old fashioned

Garnish

Strawberry fan



Matador

Similar base to a Margarita but lengthened with pineapple juice.

Ingredients

- 37.5ml Blanco Tequila
- 12.5ml Triple Sec
- 25ml lime juice
- 50ml pineapple juice

Method

Shake all ingredients with ice and pour into an ice filled glass.

Glass

Collins

Garnish

Pineapple wedge



Espresso Martini

A Mexican twist on the now classic vodka cocktail; those that try it never turn back.

Ingredients

- 25ml Reposado Tequila
- 25ml Mezcal
- 25ml Kahlua
- 25ml Espresso
- 10ml agave syrup

Method

Shake all ingredients with ice and fine strain into a chilled glass.

Glass

Martini

Garnish

Coffee beans

85.

SERVES & ADDED VALUE



86.

SERVES & ADDED VALUE



Cinco de Mayo

An evolution of the classic Bramble cocktail.

Ingredients

- 37.5ml Tequila
- 12.5ml Crème de Cassis
- 6ml agave syrup
- 18.75ml lime juice
- 50ml apple juice

Method

Put all ingredients except the cassis into a glass filled with cubed ice and stir to mix. Fill glass back up with ice and drizzle the crème de cassis over the top, allowing it to 'bleed' into the drink. Garnish and serve.

Glass

Highball

Garnish

Blackberries



Michelada

A Mexican favourite and an interesting take on the classic Bloody Mary.

Ingredients

- 25ml Tequila
- Dash Worcester sauce
- Dash hot sauce
- 12.5ml lime juice
- 50ml tomato juice
- Top with Mexican beer

Method

Add all ingredients to an ice filled glass and stir to mix. Serve with remainder of beer bottle/can.

Glass

Tankard

Garnish

Lime wedge & salt rim



Sangrita

Dating back to the 1920s and meaning little blood in Spanish this is the traditional accompaniment to a shot of Tequila in Mexico. Both to be sipped alternatively.

Ingredients

- 12.5ml fresh orange juice
- 12.5ml fresh lime juice
- 12.5ml pomegranate juice
- 12.5 tomato juice (optional)
- Bar spoon grenadine syrup
- Pinch of salt
- Tabasco, chilli or cayenne powder to taste

Method

Shake ingredients with ice and strain into a shot glass.

Glass

Shot

Garnish

Serve with tequila shot

"I love dry British humor.
I love to sketch in my off time.
I love tequila."

- Marren Morris

87.

SERVES & ADDED VALUE



Tequila's
important dates

Some dates are intrinsically linked with the consumption of tequila and provide a wonderful opportunity for outlets to create a bit of theatre and drive sales.

**Cinco de Mayo
5th May**

Celebrates the unlikely victory of the Mexicans over the French in 1862. In the US it has become a celebration of Mexican-American culture. Celebrate with the cocktail of the same name.

**National Tequila Day
24th July**

24th July is set aside each year to celebrate tequila.

A great opportunity to drive a few classic tequila serves in outlet.



**Independence Day
15th - 16th September**

Celebrates the date in 1810 when a catholic priest, Father Hidalgo, urged his compatriots to rise up and revolt against the Spanish ruling class. It was not until 1821 that Mexico was granted independence from Spain. In true Mexican style the celebration starts the night before, hence the two day celebration. Coincidentally the 16th is also National Guacamole day so a great excuse if ever needed for some food to match tequila cocktails.

Mexicans traditionally celebrate with shots of Reposado but why not also serve a Paloma or a Michelada, the tastes of Mexico in a glass.

**Day of the Dead
2nd November**

"Día de los Muertos" in Spanish takes place on November 2nd, but often forms a three day long celebration which ties in with the Christian Festivals: All Hallows Eve, All Saints Day and All Souls Day. During the celebrations family and friends make offerings of brightly painted sugar skulls and gather to celebrate lives of the deceased, enjoying the favourite foods and pastimes of their loved ones.

Try a Blood Orange Margarita or an El Diablo.

Design

Studio

The Matthew Clark design department is a small, agile studio comprised of a Creative team and a Regionals team.

Words from the Creative team:

We mainly design the larger scale projects such as brand identity (i.e. logo design) and market positioning, experiential collateral for events (i.e. invitations, banners and vinyls) as well as customer-facing material, such as magazines and brochures (we designed this one!).

We design, create, visualise, brand, photograph, retouch, artwork, film, edit, upload, and produce. From branding to brochures, websites to video, we're able to provide a full array of design and media services.

We'll immerse ourselves in your project and try to make sure our work exceeds your expectations. We like to make it personal. By carefully listening to your objectives, we aim to fully understand your requirements before starting any project.

We are confident in our ability to provide solutions to problems and are sure that we can help you move forward with your design needs.

If you've got a design issue, the chances are that we've experienced it before and can guide you through the process.

Words from the Regional team:

We mainly work on consumer-facing collateral, such as in-outlet print on demand and 'point of sale' items. We design and print over 7000 pieces every year and all are created with a deep knowledge of smart listing design and menu engineering. (See the next page to read more about how we use smart listing and menu engineering).

We're committed to getting the job done professionally and in a timely manner and we design everything on a brief by brief basis so you can feel confident that you will get an original and innovative design.

Menu engineering & smart listing:

Added value

As part of our added value, we offer a menu design and print service. The menu is an important tool for any outlet communicating products to the consumer. On average a menu is read for 109 seconds before a decision is made.

At Matthew Clark, we create and engineer menus every day using a variety of techniques that cover the four areas: psychology, marketing & strategy, price and graphic design.

These areas have a number of techniques that can be used depending on the menu type. An example of psychology would be highlighting more profitable products to draw the consumers attention and raise the likelihood of it being purchased.

For marketing and strategy we would match drinks with food for possible up-sell opportunity or use more personal language such as 'The bartenders favourite' for recommendations; this gives the consumer confidence when ordering their drink.

Then we have price; this is geared around advertising products or promotions with multiple serve options such as 'double up for an extra £1' or '2-4-1'. The promotion of 'great serves' can lead to improved profits quickly.

Lastly, we have graphic design which is the overall format and size of the menu, the colour scheme, the theme etc. It needs to fit in with your outlet style, be designed well and easy to read so the consumer can navigate how you want them to - comfortably!

Some facts & figures*

- Using evocative descriptions can increase profits by 27%.
- Removing '£' signs can increase sales by 12%.
- Highlighting products can increase sales of those products by 17%.

* Diageo & Matthew Clark market research

Maximising the
potential of tequila

Some hints and tips to help you maximise the potential of tequila in your outlet.

Tequila actually sells more volume in the UK On-Trade than malt whisky or cognac /brandy, so make sure it has the space on your back bar and prominence on menus that it warrants. Tequila is rapidly moving away from its traditional perception, as solely a shot, so ensure that your range covers tequilas that also work well in cocktails or to be savoured neat.

If you are serious about offering a range of tequilas you should look at having a blanco, reposado or añejo at least two of which should be 100% Blue Weber Agave.

Those with good cocktail offering look at stocking a mezcal too.

“those with good cocktail offering look at stocking a mezcal too.”

The growth in cocktail culture is fuelling interest and demand for tequila so if you offer cocktails ensure tequila is represented. Margarita is the sixth most popular cocktail drank out of home* so any cocktail list will benefit from it's inclusion.

38% of cocktail drinkers would drink a skinny cocktail if it was on offer*, for obvious reasons tequila pairs perfectly with agave syrup, so put a skinny margarita or other cocktail using agave nectar on your menu.

Tequila shines in simple mixed drinks so even if you don't have a full cocktail menu look at adding a Paloma or simple tequila and tonic to your drinks menu. Tequila and mezcal can add a twist to classic cocktails and can add an element of interest to your offering; try mezcal in an Espresso Martini or Old Fashioned or tequila in a Bloody Maria.

Add
agave syrup

Agave Syrup or Agave Nectar has been produced for thousands of years in Mexico as food ingredient where it is known as “aguamiel” or honey water. It is naturally fat free and has a low GI and although it has more calories gram for gram than sugar it is much sweeter so less is required.

Agave Syrup naturally works well when paired with tequila and the following are available from Matthew Clark



00029217
Aqua Riva Agave Syrup
25cl



00032891
Re'al Blue Agave Nectar Syrup
50cl



26285
Giffard Agave Syrup
70cl

*CGA Mixed Drinks Report, April 2017



Tequila



Mezcal

Mexican Liqueurs

Featured range

Tequila JDE Code	Product	Pack Size	ABV%	Page No.	XR
00029359	1800 Silver	70 cl x 6	38.0%	Pg.62	
00032231	1800 Reposado	70 cl x 6	38.0%	Pg.63	
00030023	901 Silver	70 cl x 6	40.0%	Pg.62	
00029241	Aqua Riva Blanco	70 cl x 6	38.0%	Pg.38	
00029238	Aqua Riva Reposado	70 cl x 6	38.0%	Pg.39	
00029242	Aqua Riva Tequila Handmade Reposado	70 cl x 6	40.0%	Pg.39	
00031738	Casco Viejo Blanco	70 cl x 6	38.0%	Pg.28	
00031737	Casco Viejo Reposado	70 cl x 6	38.0%	Pg.29	
00018558	Don Julio Blanco	70 cl x 6	38.0%	Pg.40	
00018557	Don Julio Reposado	70 cl x 6	38.0%	Pg.41	
00018559	Don Julio Añejo	70 cl x 6	38.0%	Pg.41	
00029194	El Jimador Blanco	70 cl x 6	638.0%	Pg.48	
00022238	El Jimador Reposado	70 cl x 6	38.0%	Pg.49	
00030858	Espolòn Blanco	70 cl x 6	40.0%	Pg.34	
00030852	Espolòn Reposado	70 cl x 6	40.0%	Pg.35	
00029069	Herradura Plata	70 cl x 6	40.0%	Pg.46	
00033472	Herradura Reposado	70 cl x 6	40.0%	Pg.47	
00022919	Jose Cuervo Especial Silver	70 cl x 6	38.0%	Pg.56	
00010047	Jose Cuervo Especial Reposado	70 cl x 6	38.0%	Pg.57	
00028996	Jose Cuervo Tradicional Reposado	70 cl x 6	38.0%	Pg.57	
00031297	Jose Cuervo Reserva de la Familia Platino	70 cl x 6	40.0%	Pg.58	XR
00024699	Jose Cuervo Reserva de la Familia Añejo	70 cl x 3	38.0%	Pg.58	
00015572	Jose Cuervo Grand Centenario Añejo	70 cl x 6	38.0%	Pg.60	
00029785	Maestro Dobel Diamante	75 cl x 6	40.0%	Pg.64	XR
00034377	Maestro Dobel Humito	75 cl x 6	40.0%	Pg.65	XR
00021648	Ocho Blanco	50 cl x 6	40.0%	Pg.32	
00021647	Ocho Reposado	50 cl x 6	40.0%	Pg.33	
00026288	Olmea Altos Plata	70 cl x 6	38.0%	Pg.36	
00026289	Olmea Altos Reposado	70 cl x 6	38.0%	Pg.37	
00020160	Patrón Silver	70 cl x 6	40.0%	Pg.42	

00020158	Patrón Reposado	70 cl x 6	40.0%	Pg.43	
00020159	Patrón Añejo	70 cl x 6	40.0%	Pg.43	
00015548	Sauza Silver	70 cl x 6	38.0%	Pg.50	
00028746	Sauza Gold	70 cl x 6	38.0%	Pg.51	
00015576	Sauza Hornitos	70 cl x 6	38.0%	Pg.51	
00032224	Tres Generaciones Plata	70 cl x 6	38.0%	Pg.54	
00032310	Tres Generaciones Reposado	70 cl x 6	38.0%	Pg.55	
00032207	Tres Generaciones Añejo	70 cl x 6	38.0%	Pg.55	
00031267	Tapatio Blanco	50 cl x 12	40.0%	Pg.30	
00031268	Tapatio Reposado	50 cl x 12	38.0%	Pg.31	
00031266	Tapatio Añejo	50 cl x 12	38.0%	Pg.31	
00033220	Villa Lobos Blanco	70 cl x 6	40.0%	Pg.24	
00033222	Villa Lobos Reposado	70 cl x 6	40.0%	Pg.25	
00033219	Villa Lobos Añejo	70 cl x 6	40.0%	Pg.26	
	Villa Lobos Extra Añejo	70 cl x 6	40.0%	Pg.26	

Mezcal JDE Code	Product	Pack Size	ABV%	Page No.	XR
00033081	Mexcal Burrito Fiestero	70 cl x 6	40.0%	Pg.71	
00015553	Monte Alban	70 cl x 6	40.0%	Pg.71	
00031269	Quiquiriqi Matatlan	70 cl x 6	45.0%	Pg.70	
00015553	Creylene Joven	70 cl x 6	40.0%	Pg.70	

Liqueurs JDE Code	Product	Pack Size	ABV%	Page No.	XR
00029350	1800 Coconut	75 cl x 12	35.0%	Pg.75	
00032973	Ancho Reyes	70 cl x 6	40.0%	Pg.76	XR
00026213	Agavero	70 cl x 6	32.0%	Pg.75	
00022418	Patrón XO Café	70 cl x 6	35.0%	Pg.74	
00031066	Patrón XO Incendio	70 cl x 6	30.0%	Pg.74	
00034470	Mezcal MG	70 cl x 6	40.0%	Pg.76	

Other Tequilas available from Matthew Clark

Tequila JDE Code	Product	Pack Size	ABV%	
00032232	1800 Añejo	70 cl x 6	38.0%	XR
00030044	Arette Blanco	70 cl x 6	38.0%	XR
00030043	Arette Añejo	70 cl x 6	38.0%	XR
00030048	Arette Reposado	70 cl x 6	38.0%	XR
00030047	Arette Gran Clase	70 cl x 6	38.0%	XR
00030049	Arette Unique	35 cl x 6	38.0%	XR
00033761	Blue Hour Blanco	70 cl x 6	40.0%	XR
00033760	Blue Hour Reposado	70 cl x 6	40.0%	XR
00033759	Blue Hour Añejo	70 cl x 6	40.0%	XR
00032486	Cabrito Blanco	70 cl x 6	38.0%	XR
00030857	Calle 23 Blanco	70 cl x 6	40.0%	XR
00030853	Calle 23 Reposado	70 cl x 6	40.0%	XR
00031520	Casa Siete Leguas Reposado	70 cl x 6	38.0%	XR
00031519	Casa Siete Leguas Añejo	70 cl x 6	38.0%	XR
00030115	Casa Siete Leguas D'Antano 5 YO	70 cl x 6	40.0%	XR
00030118	Casamigos Blanco	70 cl x 6	40.0%	XR
00030119	Casamigos Reposado	70 cl x 6	40.0%	XR
00030117	Casamigos Añejo	70 cl x 6	40.0%	XR
00028819	Cazcabel Blanco	70 cl x 6	38.0%	
00033627	Clase Azul Reposado	70 cl x 6	40.0%	XR
00032875	Corralejo Blanco	70 cl x 6	38.0%	XR
00031869	Don Fulano Imperial 5YO	70 cl x 6	40.0%	XR
00032831	Don Julio 1942	70 cl x 6	38.0%	XR
00033900	Don Julio 1942 Illuminated	70 cl x 6	38.0%	XR
00032688	Fortaleza Blanco	70 cl x 6	40.0%	XR
00032689	Fortaleza Reposado	70 cl x 6	40.0%	XR
00031646	Gran Patrón Burdeos Añejo	70 cl x 6	40.0%	XR
00031110	Herradura Añejo	70 cl x 6	40.0%	XR
00034135	Herradura Suprema	70 cl x 6	40.0%	XR
00024618	Jose Cuervo Grand Centenario Plata	70 cl x 6	38.0%	
00015604	Jose Cuervo Grand Centenario Reposado	70 cl x 6	38.0%	
00033562	La Chica Tequila Blanco	70 cl x 6	38.0%	XR
00032320	Lunazul Blanco	75 cl x 6	40.0%	XR
00032319	Lunazul Reposado	75 cl x 6	40.0%	XR
00032474	Maracame Plata	70 cl x 6	38.0%	XR
00032473	Maracame Añejo	70 cl x 6	38.0%	XR
00032475	Maracame Reposado	70 cl x 6	38.0%	XR
00028601	Montezuma Silver	70 cl x 6	38.0%	
00028602	Montezuma Gold	70 cl x 6	40.0%	
00032233	Ocho Curado	50 cl x 6	40.0%	XR
00032472	Ocho Single Estate, La Maguyera Añejo, 2014	70 cl x 6	40.0%	XR
00015551	Olmeca Blanco	70 cl x 6	38.0%	
00015552	Olmeca Reposado	70 cl x 6	38.0%	
00033775	Sierra Antiguo Plata	70 cl x 6	40.0%	XR
00033774	Sierra Antiguo Añejo	70 cl x 6	40.0%	XR
00033171	Sierra Milenario Blanco	70 cl x 6	41.5%	XR
00033172	Sierra Milenario Reposado	70 cl x 6	41.5%	XR
00030855	Tapatio Excelencia Gran Reserva Extra Añejo	1 lt x 6	40.0%	XR
00032975	Tequila Cabeza	70 cl x 6	43.0%	XR

Mezcal JDE Code	Product	Pack Size	ABV%	
00033587	Alipus San Andres	70 cl x 6	47.0%	XR
00033586	Alipus San Baltazar	70 cl x 6	47.4%	XR
00033585	Alipus San Juan	70 cl x 6	47.8%	XR
00033588	Alipus Santa Ana Del Rio	70 cl x 6	47.3%	XR
00033590	Del Maguey Chichicapa	70 cl x 6	46.0%	XR
00032201	Del Maguey Iberico	70 cl x 6	49.0%	XR
00033589	Del Maguey Madrecuixe	70 cl x 6	47.0%	XR
00032397	Del Maguey Mezcal Vida	70 cl x 6	42.0%	XR
00031431	Del Maguey Pechuga	70 cl x 6	49.0%	XR
00031800	QuiQuiRiQui San Juan	70 cl x 6	48.0%	XR
00031797	Illegal Joven	50 cl x 6	40.0%	XR
00030983	Illegal Reposado	50 cl x 6	40.0%	XR
00030854	Illegal Aejo	50 cl x 6	40.0%	XR
00032386	Montelobos Joven Mezcal	70 cl x 6	43.2%	XR
00032381	Marca Negra Ensamble Mezcal	70 cl x 6	48.1%	XR
00032376	Marca Negra Tepaztate Mezcal	70 cl x 6	47.3%	XR
00032378	Marca Negra Tobala Mezcal	70 cl x 6	47.6%	XR
00032198	Pierde Almas Botanica +9	70 cl x 6	45.0%	XR
00033578	Pierde Almas Coyote 2014	70 cl x 6	46.0%	XR
00032199	Pierde Almas Pechuga 2013	70 cl x 6	47.6%	XR
00032200	Pierde Almas Puritita Verda	70 cl x 6	40.0%	XR
00033579	Pierde Almas Tobaziche	70 cl x 6	48.0%	XR
00032094	Zignum Silver Mezcal	70 cl x 6	38.0%	XR

Sotol JDE Code	Product	Pack Size	ABV%	
00032211	Hacienda de Chihuahua Añejo	70 cl x 6	38.0%	XR
00031344	Hacienda de Chihuahua Reposado	70 cl x 6	38.0%	XR

Liqueurs JDE Code	Product	Pack Size	ABV%
00028818	Cazcabel Coffee	70 cl x 6	34.0%
00028817	Cazcabel Honey	70 cl x 6	34.0%

Terms of sale

1 DEFINITIONS

- 1.1 "Supplier" means the applicable member of the Conviviality Plc group. An order may contain Products Supplied by one or more members of the Conviviality Plc group.
- 1.2 "Conviviality" means Conviviality Plc or any other company which is a member of Conviviality Plc group from time to time, which performs part or all of the obligations under these Group Terms of Sale.
- 1.3 "Customer" means the person, firm or company placing an order with the Supplier.
- 1.4 "Products" means all those Products and materials which are the subject of any Customer's order and which are to be supplied to the Customer by the Supplier under these Terms of Sale.
- 1.5 "Contract" means a contract for the supply of Products formed by the Supplier's acceptance (which, however made or communicated, shall be deemed made subject to these Terms of Sale) of any Customer's order.

2 FORMATION OF CONTRACT

- 2.1 All Products sold by the Supplier are sold subject to these Terms of Sale and these Terms of Sale shall be the sole terms and conditions of any sale by the Supplier to the Customer. Terms and conditions on the Customer's order form or other similar document shall not be binding on the Supplier and the placing of an order for or the acceptance of the Products by the Customer shall indicate unqualified acceptance of these Terms of Sale.
- 2.2 No representative, agent or sales person has authority to vary, amend or waive any of these Terms of Sale on behalf of the Supplier and no amendment or addition to any of these Terms of Sale shall be deemed to have been accepted unless accepted in writing by the Supplier.
- 2.3 These Terms of Sale supersede all previous oral or written representations, undertakings and agreements relating to the Products. All information contained in the Supplier's sales literature or correspondence is provided for guidance only and does not form part of the Contract. The Supplier's employees and agents are not authorised to make representations or give undertakings relating to the Products or the meaning of these Terms of Sale. The Supplier may vary any Product specification without notice.
- 2.4 An order placed with a Supplier may be accepted, processed or fulfilled by any member of the Conviviality group and these Terms may be enforced by any of them, in each case either as principal or as the duly authorised agent for one of the other companies. This is done to ensure the effective processing and administration of orders and does not in any way affect any of the Customer's rights under these Terms.

3. ORDERS AND DELIVERY

- 3.1 Orders are accepted by the Supplier subject to the availability of Products for delivery.
- 3.2 The Supplier may impose a minimum order amount from time to time. Any order for Products may be rejected if it does not fulfil the Supplier's minimum order size requirements.
- 3.3 Delivery shall take place when the Supplier or its carrier unloads the Products at the Customer's premises (if the Supplier arranges transport within the United Kingdom at the Customer's request) or when the Customer or its carrier or agent collects the Products from the Supplier's premises or in the case of Free on Board orders, when the Supplier or its carrier hands over the container to the Customer or its carrier at the port of departure. The Customer will comply with the Supplier's reasonable delivery instructions.
- 3.4 The Products are not sold on a sale or return or exchange basis and the Supplier does not supply Products on approval. Products may only be returned with the Supplier's prior written authorisation, in their original condition and packaging, with no additional price marking, within date and carriage paid, for credit and subject to the Customer reimbursing all the Supplier's costs relating to the Contract.
- 3.5 Although the Supplier will use all reasonable efforts to meet delivery dates, any and all delivery dates provided are estimates only and the Supplier shall not be liable to the Customer for any loss or damage, whether direct, indirect or consequential if it is delayed or prevented, in whole or in part, from delivering the Products.
- 3.6 If the Customer refuses or fails to take delivery of the Products on the date of delivery, the Supplier will be entitled at its discretion to store the Products at the risk of the Customer and the Customer shall in addition to the price payable under clause 5 pay all costs and expenses of such storage and any additional costs of damage incurred.
- 3.7 The Supplier reserves the right to deliver in instalments at its discretion.
- 3.8 The Supplier may during any periods of shortage due to causes beyond its control, supply Products on a pro rata basis among its Customers in such a manner as may be deemed equitable in the sole judgement of the Supplier and without liability therefor. The Supplier may suggest substitutions for out of stock Products and any Order will be deemed amended to take account of substitutions which are expressly accepted by the Customer.
- 3.9 The Customer shall inspect the Products on delivery. Products which on delivery are damaged, non-conforming, out of date or short or in excess may be rejected only if the Customer retains for inspection all packaging, endorses any delivery document with details of any obvious loss or damage and informs the Supplier and the Supplier's carrier in reasonable detail and in writing by the end of the third day after delivery. The Customer may not reject any other Products in a delivery. The Customer may not reject short or excess deliveries which are within a margin of 5% of the quantity ordered. The Supplier will adjust the price pro rata. The Customer shall notify the Supplier of any total failure to deliver within 48 hours after the date of the Supplier's invoice. Unless rejected or notified as not delivered in accordance with this clause, Products shall be deemed accepted and the Contract shall be treated as affirmed. The Supplier shall not be liable for Products which are lost, damaged in transit or out-of-date unless they are notified to it in accordance with this clause. Returns are only accepted in respect of the same vintage of wines supplied (as applicable) in full, original cases, in a saleable condition (or otherwise in the condition in which Products were delivered).

4. RISK

- 4.1 Except as otherwise provided in these Terms, the risk of loss or damage to the Products shall pass to the Customer upon delivery or attempted delivery of the Products in accordance with clause 3.4.

5. PRICE

- 5.1 The price payable for the Products shall be as stated in the Supplier price list current at the date of delivery unless otherwise stipulated in writing by the Supplier. Where the Products are supplied for export from the United Kingdom, the Supplier's published export price list shall apply. All prices quoted are valid for 14 days only or until earlier acceptance by the Customer, after which time the Supplier may alter them without giving notice to the Customer.

- 5.2 The prices of Products stated in the Supplier's general or any Customer specific price list are subject to alteration without prior notice and will be reviewed at least once in each calendar year. In particular (and without limiting the foregoing) prices are subject to alteration to reflect changes in duty or foreign exchange rates and variations in the pricing of the Supplier's suppliers.
- 5.3 Other than Free on Board pricing, the price of the Products includes standard packaging and delivery in mainland UK but excludes any special inspection or delivery requirements, any additional transportation costs imposed by law and incurred by the Supplier, export duties and value added tax all of which shall be for the account of the Customer.
- 5.4 Free on Board pricing is for full container loads of Product sourced from their country of origin unless specifically agreed otherwise in advance with the Supplier.

6. CREDIT ACCOUNTS

- 6.1 The Supplier may, at its sole discretion, establish a credit account for the Customer. A credit account shall only become operational after the Supplier has confirmed in writing that such a facility will be available to the Customer. The Supplier shall be entitled, at its sole discretion, to refuse or at any time withdraw a credit account without giving reason.
- 6.2 In accepting the offer of a credit account the Customer agrees that the Supplier may make periodic searches with credit reference agencies and fraud prevention agencies to manage the Customer credit account, to take decisions regarding credit, including whether to make available or to continue or to extend existing credit. The Supplier shall not disclose any information obtained carrying out such searches to any third party without the Customer's consent except as may be required at law.

7. PAYMENT

- 7.1 If the Customer has a credit account with the Supplier, the Customer shall make payment for the Products in pounds sterling, in full and in cleared funds, in accordance with the credit terms and on the date set out in the Supplier invoice. The Supplier shall be entitled to invoice the Customer for each Order at any time after delivery of the Products. Customers without a credit account, or with insufficient credit will make payment at the time an Order is placed.
- 7.2 If the Customer does not have a credit account with the Supplier the Customer shall make payment for the Products in pounds sterling in cleared funds prior to receipt of the Products.
- 7.3 If the Customer fails to make any payment due to the Supplier under the terms of this agreement by the due date for payment then without prejudice to the Supplier's other rights, the Customer shall pay interest on the overdue amount at the rate of 8% per annum. Interest shall accrue on a daily basis from the due date until payment of the overdue amount whether before or after judgment and the Customer shall pay the interest together with the overdue amount.
- 7.4 The Customer shall not purport to set off or withhold any payments claimed or due to the Supplier under this or any other contract.
- 7.5 Any discounts from list price are given on the basis that payment is made on or before the date specified in clause 7.1. In the event of late payment the Supplier shall be entitled to remove any discounts (including on any other orders with the Customer) and re-invoice the Customer for the Products at the full price stated in its then current price list.
- 7.6 In addition to any other remedy available to it the Supplier may make a charge for each cheque unpaid by the Customer's bank, and for each direct debit or cheque returned marked "please re-present" and the Customer shall indemnify the Supplier fully against all fees, costs and expenses incurred in seeking to recover sums payable by the Customer or in repossessing Products belonging to the Supplier.
- 7.7 Where a Customer's cheque is returned marked "refer to drawer" the Supplier reserves the right to cancel any accounts and terms quoted and to request a bankers draft or require payment prior to Order delivery.
- 7.8 If the Supplier at its sole discretion agrees to the return of the Products before any payment has been made by the Customer the Customer shall be liable to pay the Supplier a handling charge of 10% of the full purchase price of the Products. If the Supplier has agreed to the return of the Products when the Customer has made only part payment, the Supplier shall return the part payment after deducting a handling charge of 15% of the unpaid balance of the purchase price of the Products or the Services.
- 7.9 If payment is to be made by instalments the failure of the Customer to pay any instalment in due time shall entitle the Supplier to treat such failure as a repudiation of the whole Contract by the Customer and to recover damages for breach of Contract and the full balance outstanding on any account between the Supplier and the Customer shall become immediately payable.
- 7.10 The Supplier reserves the right to defer without penalty delivery of any Products which have been ordered by the Customer or defer supply of any Services which have been ordered by the Customer for so long as any amounts remain overdue for payment or any credit limit is exceeded.
- 7.11 The Supplier reserves the right at any time to set off any sum due from it to a Customer against any invoice rendered to it by such Customer.
- 7.12 The Supplier reserves the right at any time at its discretion to demand security or suitable guarantee for or to vary the terms or method of payment before continuing with or delivering Products in satisfaction of an order notwithstanding any subsisting agreement to provide credit to the Customer.

8. TITLE AND LIEN

- 8.1 The Supplier shall retain title to and ownership of all Products until it has received payment in full of all sums due for all Products supplied to the Customer. If payments received from the Customer are not stated to refer to a particular invoice the Supplier may appropriate such payments to any outstanding invoice.
- 8.2 Until property in the Products passes to the Customer it may use or resell the Products in the ordinary course of its business provided always that the Customer shall hold in trust and pay to the Supplier on demand the proceeds of any such sale to the extent that any monies are owed by the Customer to the Supplier on any account. The Customer shall not be the agent of the Supplier in relation to any resale. Until their use or resale the Customer shall hold the Products as the Supplier's bailee, keep them secure, insured, separate from any other products and identifiable as the Supplier's property and shall not charge, pledge or deal with them or allow any lien or other interest to arise over them.
- 8.3 If the Customer fails to make any payment to the Supplier when due, compounds with its creditors, executes an assignment for the benefit of its creditors, has a bankruptcy order against it or, being a company, enters into voluntary or compulsory liquidation or has an administrator or administrative receiver or receiver appointed over all

or part of its assets or takes or suffers any similar action in consequence of debt or becomes insolvent or if the Supplier has reasonable cause to believe that any of these events is likely to occur, the Supplier shall have the right, without prejudice to any other remedies to-

- (i) enter without prior notice any premises where Products owned by it may be, and to repossess and dispose of any Products owned by it so as to discharge any sums owed to it by the Customer under this or any other contract;
- (ii) require the Customer not to resell or part with possession of any Products owned by the Supplier until the Customer has paid in full all sums owed by it to the Supplier under this Contract or any other contract;
- (iii) withhold delivery of any undelivered Products and stop any Products in transit. Unless the Supplier expressly elects otherwise, any Contract between it and the Customer for the supply of Products shall remain in existence notwithstanding any exercise by the Supplier of its rights under this clause 8.
- 8.4 The Products shall, once the risk has passed to the Customer in accordance with clause 4 or otherwise, be and remain at the Customer's risk at all times unless and until the Supplier has retaken possession of them, and the Customer shall insure accordingly.
- 8.5 The Customer shall acquire no title to casks, kegs, pallets, returnable bottles and cases and gas cylinders (in this clause 8.5, all "containers") referred to in any invoice. Certain containers such as returnable bottles and cases will carry a deposit charge which will be refunded on their return. When empty all containers should be made available for collection by the Supplier or its agent. The Supplier shall not be liable for any storage, handling or other charges for containers awaiting collection. Containers are at the Customer's risk from the point of delivery until they are collected by the Supplier or its agent. The Supplier reserves the right to charge for any containers which are not returned or are returned in a poor or unusable condition or after an unreasonable delay.
- 8.6 Where the Supplier delivers draught products to the Customer in kegs, such kegs shall be deemed to be on loan to the Customer for a period of three months, after which time the Customer shall make the kegs available to the Supplier for collection. The Supplier may invoice the Customer for the cost of replacing any kegs not made available to the Supplier for collection.
- 8.7 Pallets used for the delivery of the Products are the property of the manufacturer. At the time of delivery the Customer must exchange with the carrier's driver an equal number of empty pallets as the number of laden pallets delivered. If the Customer does not have available sufficient number of empty pallets then the Customer shall provide to the carrier's driver a pallet control voucher stating the shortfall and the Customer shall arrange for a collection date for the carrier's driver to collect the shortfall of pallets.
- 8.8 Where any dispense equipment for draught products has been supplied to the Customer at the Supplier's expense then the Customer shall ensure that such equipment is regularly cleaned and is maintained in good working order. The Customer will be responsible for any damage caused by or to the equipment as a result of the Customer's negligence or failure to follow guidelines regarding its use. The Customer shall notify the Supplier immediately if the Customer ceases to use such equipment for the dispensing of the Supplier's products.

9. WARRANTY

- 9.1 The Supplier warrants that the Products will correspond with any description given in its price list or specification and be of satisfactory quality and will comply with all applicable UK legislation governing the sale of the Products and the Supplier will at its option refund the purchase price of, or replace free of charge any Products which its examination confirms are defective provided:-
 - (i) the customer makes a full inspection of the Products immediately upon delivery;
 - (ii) the Customer notifies the Supplier immediately of any defects which it discovers;
 - (iii) the Customer has stored the Products in a suitable environment and at the appropriate temperature; and
 - (iv) the Products are either made available to the Supplier for inspection or returned to the Supplier at the Customer's own expense in their original condition and packaging, as the Supplier may request.
- 9.2 In no circumstances shall the Supplier's liability to the Customer for any breach of warranty exceed the price paid for the Products with respect to which the claim is made.
- 9.3 Except as provided for in these Terms of Sale, there are no warranties, express or implied, of fitness for a particular purpose, or of any other kind except as to title. In particular, all Terms and warranties which would otherwise be implied by statute or under common law are hereby excluded to the fullest extent permitted by law.
- 9.4 No refund, credit or replacement will be given for out of date Products unless they are validly rejected for being out of date when delivered to the Customer.

10. LIABILITY

- 10.1 The Supplier shall under no circumstances be liable for any indirect, special or consequential loss or for any loss of anticipated profit or third party claims howsoever arising either from breach or non-performance of any of its obligations under the Contract or from the supply of or intended use of the Products, even if the Supplier has been advised of the possibility of such potential loss. The Supplier shall be liable without limit for loss arising from death or personal injury resulting from the proven negligence of the Supplier and nothing in these Terms of Sale shall have the effect of excluding or limiting liability under the Consumer Protection Act 1987, to a person who has suffered damage caused by a defective product, or to a dependent or relative of such person.
- 10.2 The Supplier will not be liable for any loss, damage, claim, cost or expense arising from the Customer's failure to comply with the Supplier's instructions relating to the keeping, handling, use and storage of the Products or from any error in or absence of bar-code printing on the Products or their packaging.

11. USE AND DISCLOSURE OF PERSONAL DATA

- 11.1 The Customer consents to the processing by or on behalf of the Supplier of personal data (as defined by the Data Protection Act 1998) supplied by the Customer or held by the Supplier for the purposes of administering the Customer's credit account and processing any orders.
- 11.2 Unless the Customer notifies the Supplier in writing, the Customer consents to the use of such personal data for direct marketing purposes and disclosure by the Supplier to third parties for marketing purposes. The Customer's statutory rights under the Data Protection Act 1998 shall remain unaffected.

12. TERMINATION

- 12.1 Should the Customer make default in any payment or otherwise be in breach of its obligations to the Supplier under a Contract or under any other contract with the Supplier or commence negotiations, compound with or execute an assignment for the benefit of its creditors or commit any act of bankruptcy or being a company enter into voluntary or compulsory liquidation or suffer a receiver or administrative receiver or administrator to be

appointed over all or any part of its assets or take or suffer any similar action in consequence of debt or become insolvent or should the Supplier have reasonable cause to believe that any of these events is likely to occur, the Supplier may, by notice in writing to the Customer, without prejudice to any other rights, immediately suspend, or cancel any uncompleted part of the Contract or stop any Products in transit or require payment in advance or satisfactory security for further deliveries under the Contract or the Customer's financial position deteriorates to such an extent that in the Supplier's opinion the Customer's capability to adequately fulfil its obligations under the contract has been placed in jeopardy.

13. FORCE MAJEURE

- 13.1 The Supplier shall not be liable to the Customer for any loss or damage caused to or suffered by the Customer as a direct or indirect result of the supply of the Products by the Supplier being prevented, restricted, hindered or delayed by reason of any circumstances outside the control of the Supplier including, without limitation, circumstances affecting the provision of all or any part of the Products by the Supplier's usual source of supply or delivery or by the Supplier's normal route or means of delivery.

14. WAIVER

- 14.1 The failure of the Supplier to insist upon the strict performance of any of the terms and Terms of the Contract shall not be construed as a waiver of any such term or condition and shall in no way affect the Supplier's right to enforce such provision later.

15. SEVERABILITY

- 15.1 If any of the terms and Terms of the Contract (or part thereof) shall be found to be invalid, ineffective or unenforceable, the invalidity, ineffectiveness or unenforceability of such term or condition (or part thereof) shall not affect any other term or condition (or the other part of the term or condition of which such invalid, ineffective or unenforceable part forms part) and all terms and Terms (or parts thereof) not affected by such invalidity, ineffectiveness or unenforceability shall remain in full force and effect.

16. CONTRACTS (RIGHTS OF THIRD PARTIES) ACT 1999.

- 16.1 For the purposes of section 1(2) to the Contracts (Rights of Third Parties) Act 1999 the parties state that they do not intend any term of condition in these Terms of Sale to be enforced by third parties.

17. MISCELLANEOUS

- 17.1 The Customer is responsible for its stock control and rotation of stock. The Customer shall store, handle, use and sell the Products in accordance with any instructions from the Supplier and all applicable laws and regulations and undertakes to the Supplier to indemnify the Supplier against any loss, liability, damage, expense, action or claim arising from its failure to do so.
- 17.2 The Customer shall be responsible for checking and verifying the suitability for its requirements of any bar-coding on the Products.
- 17.3 If requested by the Supplier, the Customer shall give all reasonable assistance in locating and recovering any defective Products and preventing their sale to third parties, and, in particular shall comply with any product recall procedures adopted by the Supplier and shall use all reasonable endeavours to ensure that its customers co-operate in a similar manner.
- 17.4 Any materials supplied by the Customer to the Supplier shall be at the Customer's risk while they are in the possession of the Supplier or in transit to or from the Customer and the Customer shall insure them accordingly. The Customer warrants that it has authority to supply any materials, designs and specifications provided by it to the Supplier and that any Products produced using or based on the same will not infringe any third party rights. The Customer shall indemnify the Supplier in full against any loss, claim, cost and expense arising from any breach of this warranty.
- 17.5 The Supplier reserves all intellectual property rights in the Products and any associated merchandise or documentation, including but not limited to copyright, registered and unregistered design rights, patents and patent applications, registered and unregistered trade marks and confidential know-how. Save for the honest use of any trade marks to identify the Products, the Customer may not use any such rights without the Supplier's express written consent.
- 17.6 If the Products are exported outside the United Kingdom, the Customer shall be responsible for complying with all laws and regulations governing their importation, handling, use and re-sale in the country of destination. Unless agreed otherwise in writing, the Customer shall bear all risks in export Products after they leave the Supplier's premises and Section 32(3) of the Sale of Products Act 1979 shall not apply. For the purposes of Sections 44, 45 and 46 of that Act, any carrier or United Kingdom port used to export the Products shall be deemed to be an agent of the Supplier.

18. GOVERNING LAW

- 18.1 The construction, validity and performance of the Contract shall be governed by English law and by entering into the Contract the parties submit to the jurisdiction of the English courts. However, the Supplier shall be permitted to bring legal proceedings in any other court of competent jurisdiction. Legal proceedings commenced in any one or more jurisdictions shall not preclude legal proceedings being commenced in any other jurisdiction, whether by way of substantive action, ancillary relief, enforcement or otherwise.

19. BRIBERY ACT 2010

- 19.1 The Customer shall:-
 - (i) comply with all applicable laws, statutes, regulations relating to anti-bribery and anti-corruption including but not limited to the Bribery Act 2010 and not engage in any activity, practice or conduct which would constitute an offence under the Bribery Act 2010 if such activity, practice or conduct had been carried out in the UK;
 - (ii) comply with the Supplier's Anti-Corruption and Bribery Policy;
 - (iii) promptly report to the Supplier any request or demand which if complied with would amount to breach of either these terms and conditions or the Supplier's Anti-Corruption and Bribery Policy;

- 19.2 Breach of this clause shall be deemed a material breach of this Agreement entitling the Supplier to terminate it immediately.



Ways to

contact us

T. 0344 822 3910

W. www.matthewclark.co.uk

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